AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, into contents comprising digital data, the method comprising ~~the processes of~~:

determining a ~~position~~ timing before an end timing of said contents; and

setting an end ~~position~~ timing of said embedded digital watermark in said contents at said determined ~~position~~ timing.

2. (currently amended): The digital watermark embedding method according to claim 1, wherein a difference between the set end timing ~~position~~ of said embedded digital watermark and the end timing of said contents corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark.

3. (currently amended): A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, into contents comprising digital data, the method comprising ~~the processes of~~:

determining a ~~position~~timing before a ~~starting~~ start timing ~~point~~ of ~~said~~ current ~~contents~~content of said contents; and

setting a start ~~starting position~~timing of said embedded digital watermark ~~in said contents~~ at said determined ~~position~~timing in previous content of said contents.

4. (currently amended): The digital watermark embedding method according to claim 3, wherein a difference between the start timing ~~starting position~~ of said embedded digital watermark and a start ~~starting position~~ timing of said current ~~contents~~ content corresponds to or is greater than a ~~the~~ delay time in detecting said digital watermark.

5. (currently amended): A digital watermark embedding method of embedding a digital watermark ~~watermarks~~, which ~~are signals~~ is a signal generated according to specific rules, ~~in~~ into a plurality of continuous contents comprising digital data, the method comprising ~~the processes of~~:

determining a ~~position~~timing before a first change ~~position~~timing, wherein the first change timing is a timing at which ~~of~~ adjacent ~~contents~~ contents are switched to current contents; and

setting a second change ~~position~~timing of said digital ~~watermarks~~ watermark in said adjacent ~~contents~~ contents at said determined ~~position~~timing.

6. (currently amended): The digital watermark embedding method according to claim 5, wherein in ~~the~~ case that out of a plurality of continuous contents, copying is allowed for previous contents, the setting process sets a start ~~starting position~~timing of said embedded digital

watermark in following contents that follow the previous contents, at a start ~~starting point~~ timing of the following contents.

7. (currently amended): The digital watermark embedding method according to claim 5, wherein a difference between the second change ~~position~~timing of said embedded digital ~~watermarks~~ watermark and the first change ~~position~~timing of said switch ~~said adjacent contents~~ corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark ~~watermarks~~.

8. (currently amended): The digital watermark embedding method according to claim 1, wherein said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.

9. (currently amended): A digital watermark embedding apparatus that embeds a digital watermark, which is a signal generated according to specific rules, ~~in~~ into contents comprising digital data, the apparatus comprising:

a determining device for determining a ~~position~~timing before an end timing of said contents; and

a setting device for setting an end ~~position~~timing of said embedded digital watermark in said contents at said determined ~~position~~timing.

10. (currently amended): The digital watermark embedding apparatus according to claim 9, wherein a difference between the set end ~~position~~timing of said embedded digital watermark and the end timing ~~the end~~ of said contents corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark.

11. (currently amended): A digital watermark embedding apparatus that embeds a digital watermark, which is a signal generated according to specific rules, ~~in~~ into contents comprising digital data, the apparatus comprising:

a determining device for determining a ~~position~~timing before ~~the~~ a start ~~starting point~~ timing of current content of said contents; and

a setting device for setting a start ~~starting position~~timing of said embedded digital watermark ~~in said contents~~ at said determined ~~position~~timing in previous content of said contents.

12. (currently amended): The digital watermark embedding apparatus according to claim 11, wherein a difference between the start ~~starting position~~timing of said embedded digital watermark and a start~~starting position~~ timing of said current content ~~contents~~ corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark.

13. (currently amended): A digital watermark embedding apparatus that embeds a digital watermark ~~watermarks~~, which ~~are~~ is a ~~signals~~ signal generated according to specific rules, ~~in~~ into a plurality of continuous contents comprising digital data, the apparatus comprising:

a determining device for determining a ~~position~~timing before a first change ~~position~~timing, where the first change timing is a timing at which ~~of said~~ adjacent contents is switch to current contents; and

a setting device for setting a second change ~~position~~timing of said digital ~~watermarks~~ watermark in said adjacent contents at said determined ~~position~~timing.

14. (currently amended): The digital watermark embedding apparatus according to claim 13, wherein in ~~the~~ a case that out of a plurality of continuous contents, copying is allowed for previous contents, the setting device sets a start ~~starting position~~timing of said embedded digital watermark in following contents that follow the previous contents, at a start ~~starting~~ timing ~~point~~ of the following contents.

15. (currently amended): The digital watermark embedding apparatus according to claim 13, wherein a difference between the second change ~~position~~timing of said embedded digital ~~watermarks~~ watermark and the first change ~~position~~timing of said switch ~~of said adjacent contents~~ corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark ~~watermarks~~.

16. (currently amended): The digital watermark embedding apparatus according to claim 9, wherein said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.

17. (currently amended): A computer-readable ~~recording~~ medium having an embedded ~~a~~ digital watermark, which is a signal generated according to specific rules, that is embedded ~~in~~ into contents comprising digital data,

wherein the digital watermark prevents a device from copying said contents or allows the device to copy said contents one time only, and

wherein an end ~~position~~timing of said embedded digital watermark in said contents is set before an end timing of said contents.

18. (currently amended): The computer-readable ~~recording~~ medium according to claim 17, wherein a difference between the end ~~position~~timing of said embedded digital watermark and the end timing ~~the end~~ of said contents corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark.

19. (currently amended): A ~~recording~~ computer-readable medium having an embedded a digital watermark, which is a signal generated according to specific rules, that is embedded ~~in~~ into contents comprising digital data,

wherein the digital watermark prevents a device from copying said contents or allows the device to copy said contents one time only, and

wherein a start ~~starting position~~timing of said embedded digital watermark for next content of said contents is set in said contents before a start ~~starting point~~ timing of said next ~~contents~~content.

20. (currently amended): The computer-readable ~~recording~~ medium according to claim 19, wherein a difference between the start ~~starting position~~timing of said embedded digital watermark and ~~a~~ the start ~~starting position~~timing of said next content ~~contents~~ corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark.

21. (currently amended): A computer-readable ~~recording~~ medium having a digital ~~watermarks~~watermark, which ~~are~~ is a signal ~~signals~~ generated according to specific rules, that ~~are~~ is embedded ~~in~~ into a plurality of continuous contents comprising digital data,

wherein the digital watermark prevents a device from copying said contents or allows the device to copy said contents one time only, and

wherein a first change ~~position~~timing of said digital ~~watermarks~~ watermark in adjacent contents ~~contents~~ is set before a second change ~~position~~timing, where the second change timing is a timing at which ~~of~~ the adjacent ~~contents~~ contents are switched to current contents.

22. (currently amended): The computer-readable ~~recording~~ medium according to claim 21, wherein in case that out of a plurality of continuous contents, copying is allowed for previous contents, a start ~~starting position~~timing of said embedded digital watermark in following contents that follow said previous contents is set at a start timing ~~starting point~~ of the following contents.

23. (currently amended): The computer-readable ~~recording~~ medium according to claim 21, wherein a difference between the first change ~~position~~timing of said embedded digital

~~watermarks~~ watermark and the second change ~~position~~timing of said ~~adjacent contents~~ switch corresponds to or is greater than ~~the~~ a delay time in detecting said digital watermark ~~watermarks~~.

24. (canceled).

25. (new): The digital watermark method according to claim 1, further comprising generating the watermark according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.

26. (new): The digital watermark embedding apparatus according to claim 9, further comprising a generating device for generating the watermark according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.

27. (new): The computer-readable medium according to claim 17, wherein the watermark is generated according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.